

# **U.S. Army**

## **2005 MWR Leisure Needs**

### **Results**



**Area II - Colbern  
Korea**

# BRIEFING OUTLINE

Area II - Colbern

## □ LEISURE NEEDS SURVEY

- Project Overview
- Methodology
- Patron Sample
- Products

## □ SURVEY RESULTS

- MWR Programs and Facilities
- Army Community Service
- Child and Youth Services
- Better Opportunities for Single Soldiers
- Leisure Activities
- Deployment and MWR
- Career Intentions

## □ NEXT STEPS

# PROJECT OVERVIEW

Area II - Colbern

## MWR STRATEGIC BUSINESS PLANNING MODEL

### COMPONENTS

Analyzing and forecasting the external environment

Analyzing programs and markets

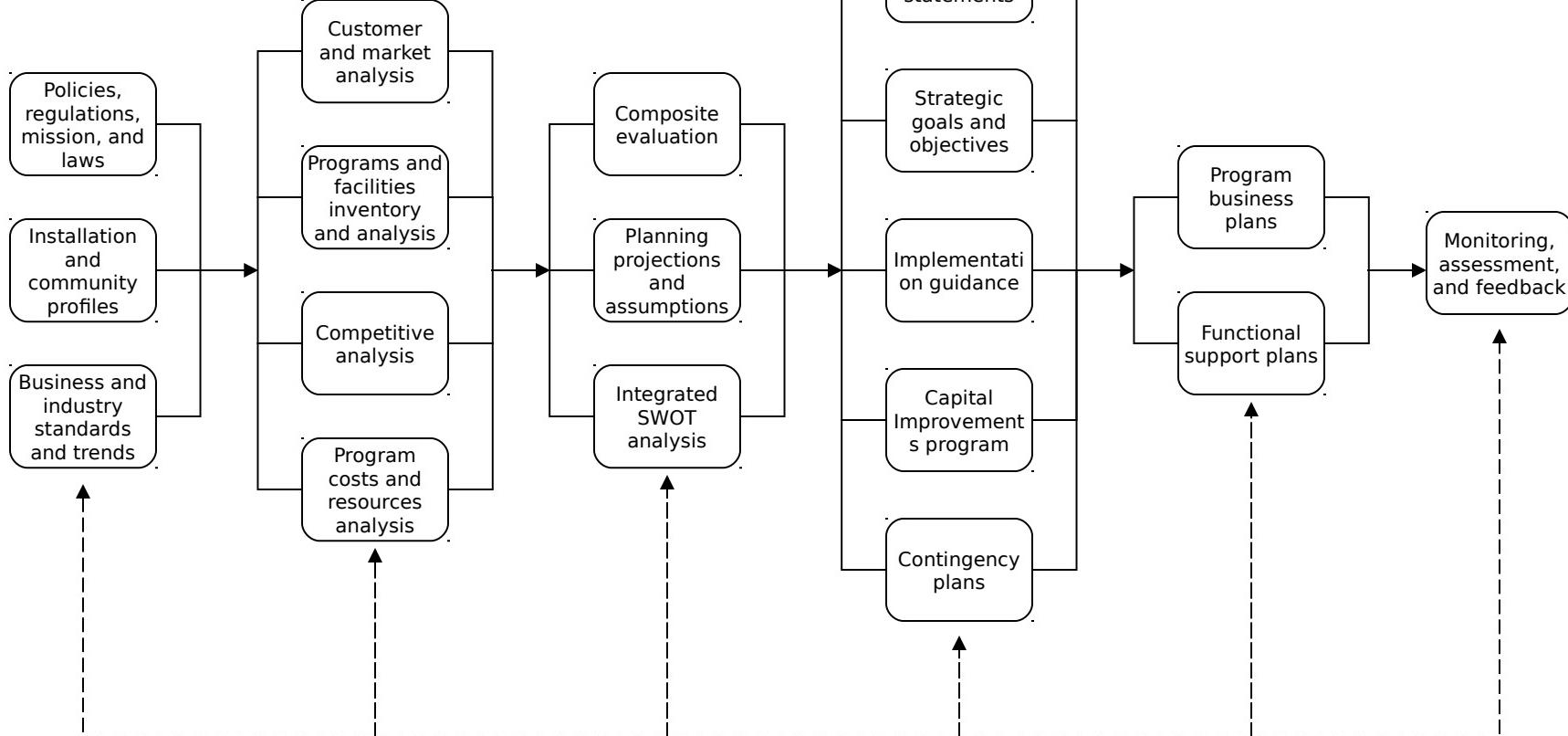
Developing alternatives

Formulating the strategic business plan

Formulating operational business plans

Monitoring and evaluating plan implementation

ELEMENTS



# METHODOLOGY

## Area II - Colbern

### I PROJECT SCOPE

- 92 sites were surveyed in 2005
  - Northeast (21 sites)
  - Northwest (10 sites)
  - Southeast (13 sites)
  - Southwest (14 sites)
  - Europe (20 sites)
  - Korea (9 sites)
  - Pacific (5 sites)
- 249,555 surveys were distributed throughout the Army to four patron groups:
  - Active Duty Soldiers
  - Spouses of Active Duty Soldiers (CONUS only)
  - DA Civilians
  - Retirees (CONUS only)
- 249 surveys were distributed at Area II - Colbern



### I SURVEY ADMINISTRATION

- Designed to collect information on installation MWR programs and facilities as well as the leisure activities of your potential market
- 65 multiple choice questions; 7 questions were tailored to your specific installation issues

# METHODOLOGY

Area II - Colbern

## □ **SURVEY ADMINISTRATION (Continued)**

- Active Duty and DA Civilian surveys distributed by installation POCs
- Spouses of Active Duty and Retiree surveys direct mailed to home addresses (CONUS only)
- Web survey option offered for the first time to all respondents

# METHODOLOGY

## Area II - Colbern

### I SURVEY SAMPLE

- Four population segments
  - Active Duty
  - Spouses of Active Duty (CONUS only)
  - Civilian Employees
  - Retirees (CONUS only)
- Response Rates and Confidence Intervals for each patron group and overall sample

	<u>Survey Population</u>	<u>Surveys Distributed</u>	<u>Surveys Returned</u>	<u>Response Rate</u> *	<u>Confidence Interval</u> **
Army:					
Survey Totals	1,212,240	249,555	50,651	20.91%	±.43%
Area II - Colbern:					
Active Duty	226	226	128	56.64%	±5.70%
Spouses of Active Duty	N/A	N/A	N/A	N/A	N/A
Civilian Employees	23	23	7	30.43%	±30.89%
Retirees	N/A	N/A	N/A	N/A	N/A
<b>Total</b>	<b>249</b>	<b>249</b>	<b>135</b>	<b>54.22%</b>	<b>±5.71%</b>

\* Response rate is calculated by dividing the number of surveys returned by the number of surveys distributed. It should be noted that low response rates (i.e., less than 20%) increase the chance that one or more subgroups (e.g., for active duty patron group, E1-E4 is a subgroup) may be over- or under-represented. Any patron groups with fewer than 15 survey respondents do not have their data reported to protect privacy and ensure representativeness.

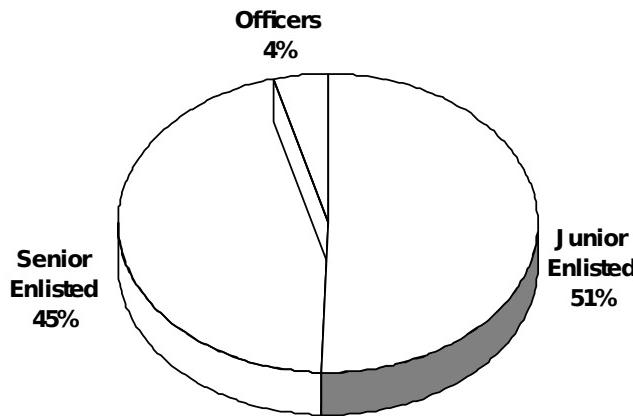
\*\*A confidence interval for a sample mean tells us the range in which we are likely to find the true population mean: Assume 300 surveys were returned for an active duty patron group of 1,350. 52% responded that they used the gym in the last year. The 95% confidence interval for this case would be ±5%. Thus there is a 95% chance that the TOTAL number of active duty at this installation who used the gym last year is between 47% and 57%. We can be 95% confident that between 634 and 770 active duty used the gym.

# PATRON SAMPLE\*

Area II - Colbern

## RESPONDENT POPULATION SEGMENTS

**ACTIVE DUTY**  
(n = 117)



\*The n provided for each patron group is equal to the number of respondents who provided their rank or paygrade.

# PRODUCTS

Area II - Colbern

## □ **PRODUCTS**

- Comprehensive installation report of survey data in electronic form
- SPSS data file provided to installation representatives for further analyses, if desired
- Installation level briefing of findings
- IMA and Army level roll-up reports and briefings

## □ **PRODUCT DISTRIBUTION**

- All products provided on CD
- CD distribution to installation MWR Directors, IMA Headquarters, and U.S. Army Community and Family Support Center

# MWR PROGRAMS & FACILITIES: USAGE AT AREA II - COLBERN

Area II - Colbern

## MOST FREQUENTLY USED FACILITIES

Athletic Fields	50%
Post Picnic Area	36%
Swimming Pool	36%
Bowling Center	35%
Bowling Food & Beverage	34%

## LEAST FREQUENTLY USED FACILITIES

Child Development Center	9%
Youth Center	10%
Golf Course Food & Beverage	12%
Golf Course Pro Shop	12%
Golf Course	15%

# MWR PROGRAMS & FACILITIES: SATISFACTION AT AREA II - COLBERN\*

Area II - Colbern

## FACILITIES WITH HIGHEST SATISFACTION RATINGS\*

Bowling Center	4.23
Army Lodging	4.04
BOSS	3.93
ITR - Commercial Travel Agency	3.91
Bowling Pro Shop	3.87

## FACILITIES WITH LOWEST SATISFACTION RATINGS\*

Golf Course Food & Beverage	3.10
Outdoor Recreation Center	3.24
Child Development Center	3.27
Golf Course Pro Shop	3.33
Arts & Crafts Center	3.41

\*Programs and facilities were rated on a 5 point scale: 5 = Very Satisfied and 1 = Very Dissatisfied

# MWR PROGRAMS & FACILITIES: QUALITY AT AREA II - COLBERN\*

Area II - Colbern

## FACILITIES WITH HIGHEST QUALITY RATINGS\*

Bowling Center	4.08
Army Lodging	4.08
Bowling Food & Beverage	3.93
Bowling Pro Shop	3.87
BOSS	3.86

## FACILITIES WITH LOWEST QUALITY RATINGS\*

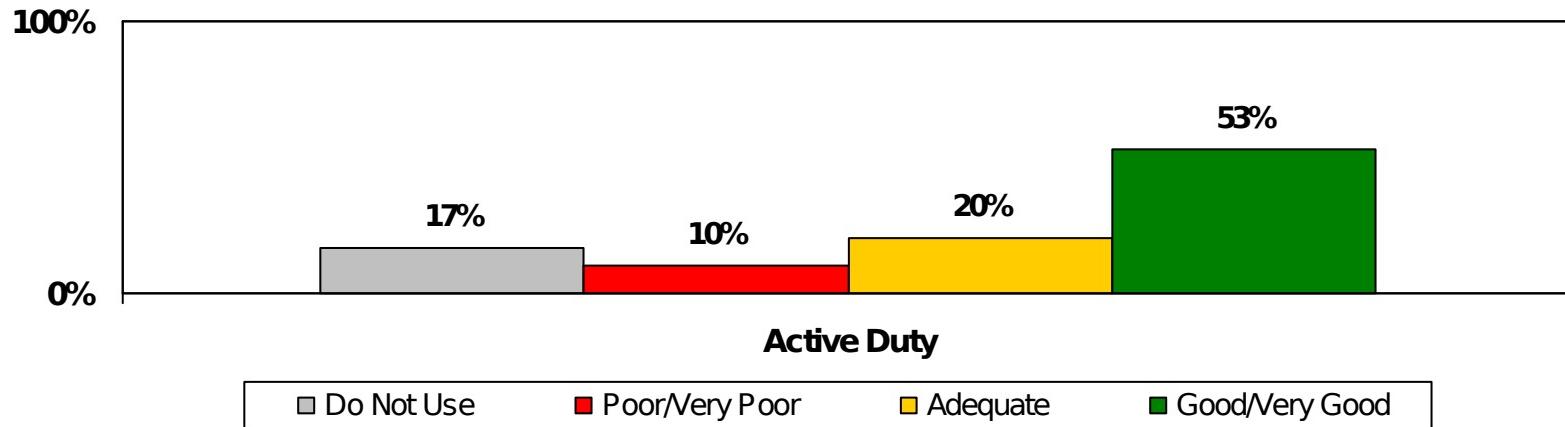
Outdoor Recreation Center	3.22
Child Development Center	3.36
Automotive Skills	3.38
Post Picnic Area	3.39
Multipurpose Sports/Tennis Courts	3.41

\*Programs and facilities were rated on a 5 point scale: 5 = Very Good and 1 = Very Poor. These ratings are an average of three quality scores: Building/Facility/Space, Equipment/Furnishings, and Personnel.

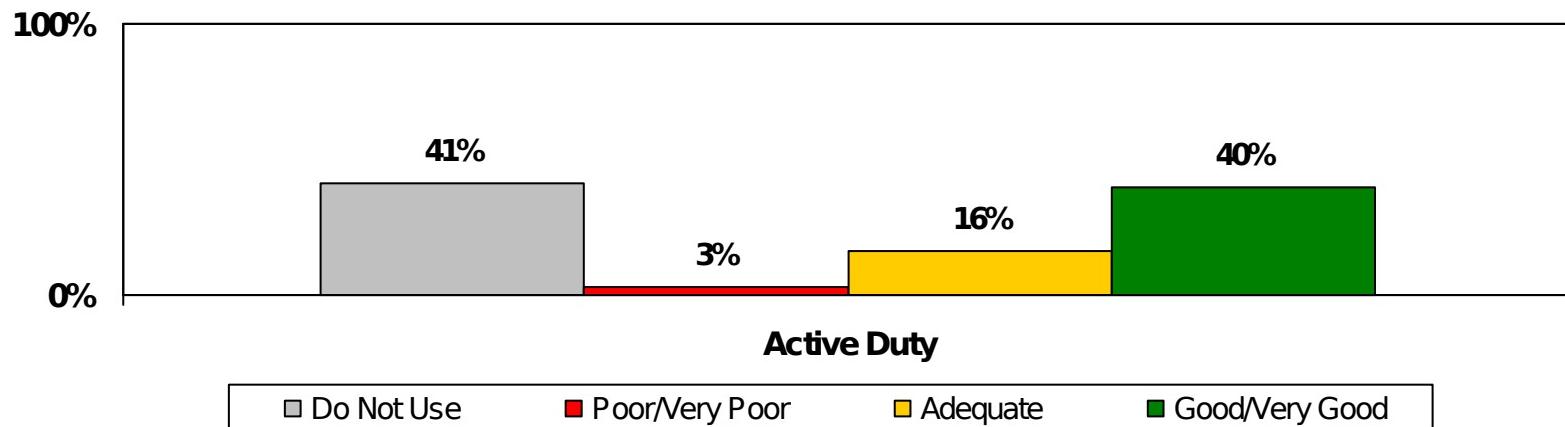
# MWR PROGRAMS & FACILITIES: FOOD AND BEVERAGE SERVICES QUALITY

Area II - Colbern

## Quality of On-Post Services



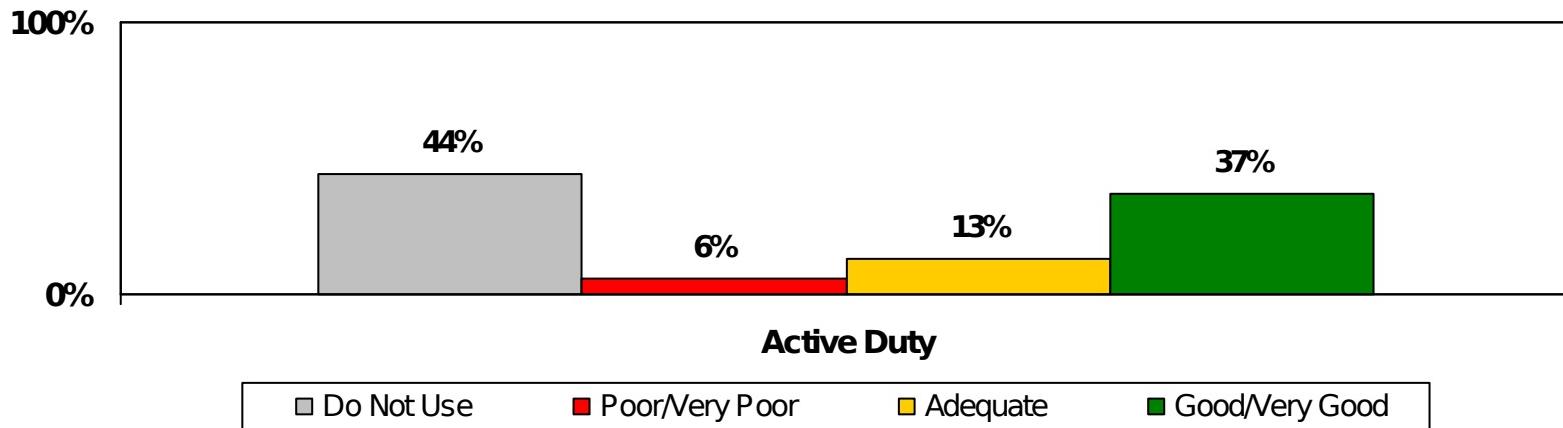
## Quality of Off-Post Services



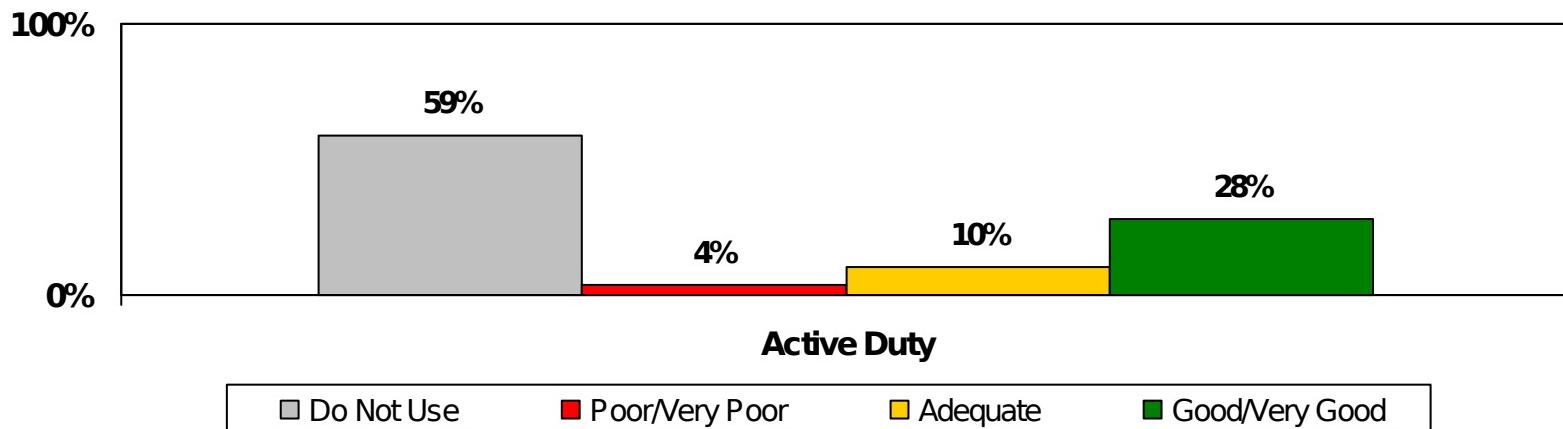
# MWR PROGRAMS & FACILITIES: CATERING SERVICES QUALITY

Area II - Colbern

## Quality of On-Post Services



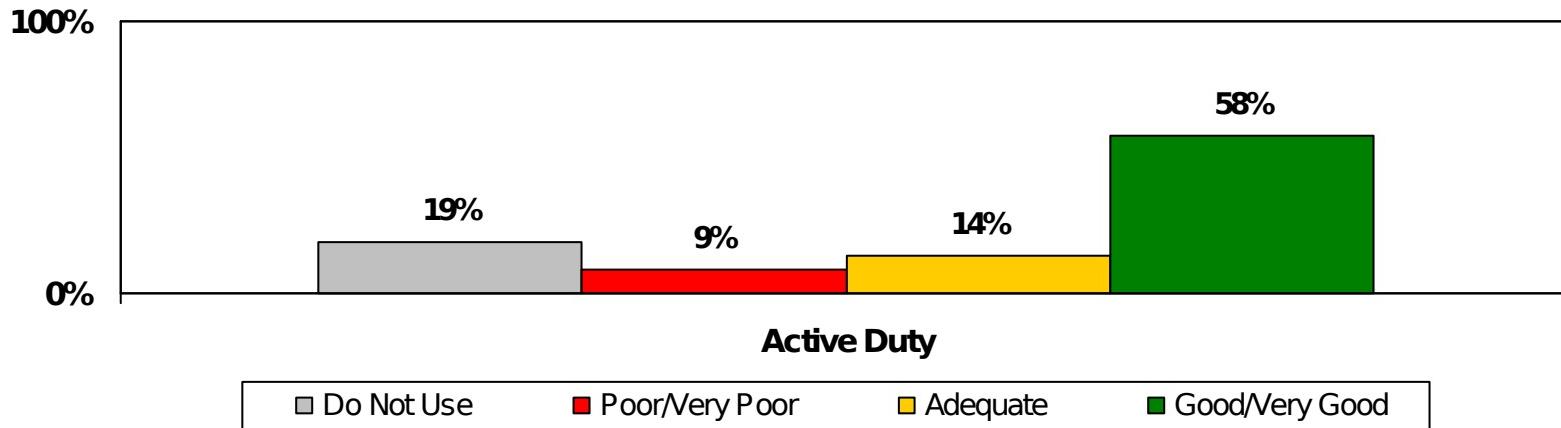
## Quality of Off-Post Services



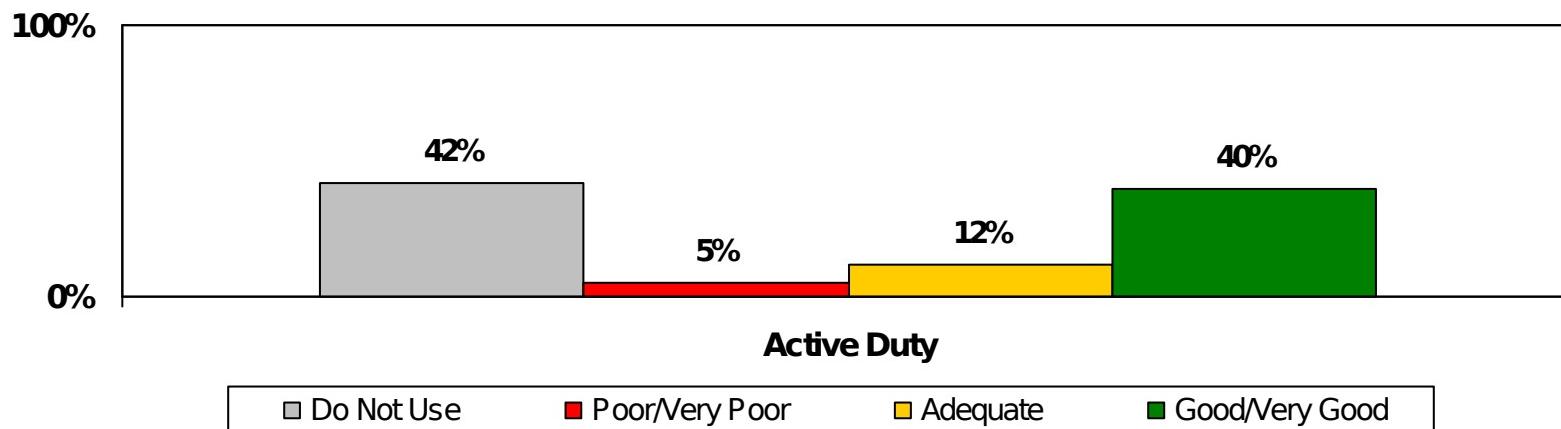
# MWR PROGRAMS & FACILITIES: ENTERTAINMENT SERVICES QUALITY

Area II - Colbern

## Quality of On-Post Services

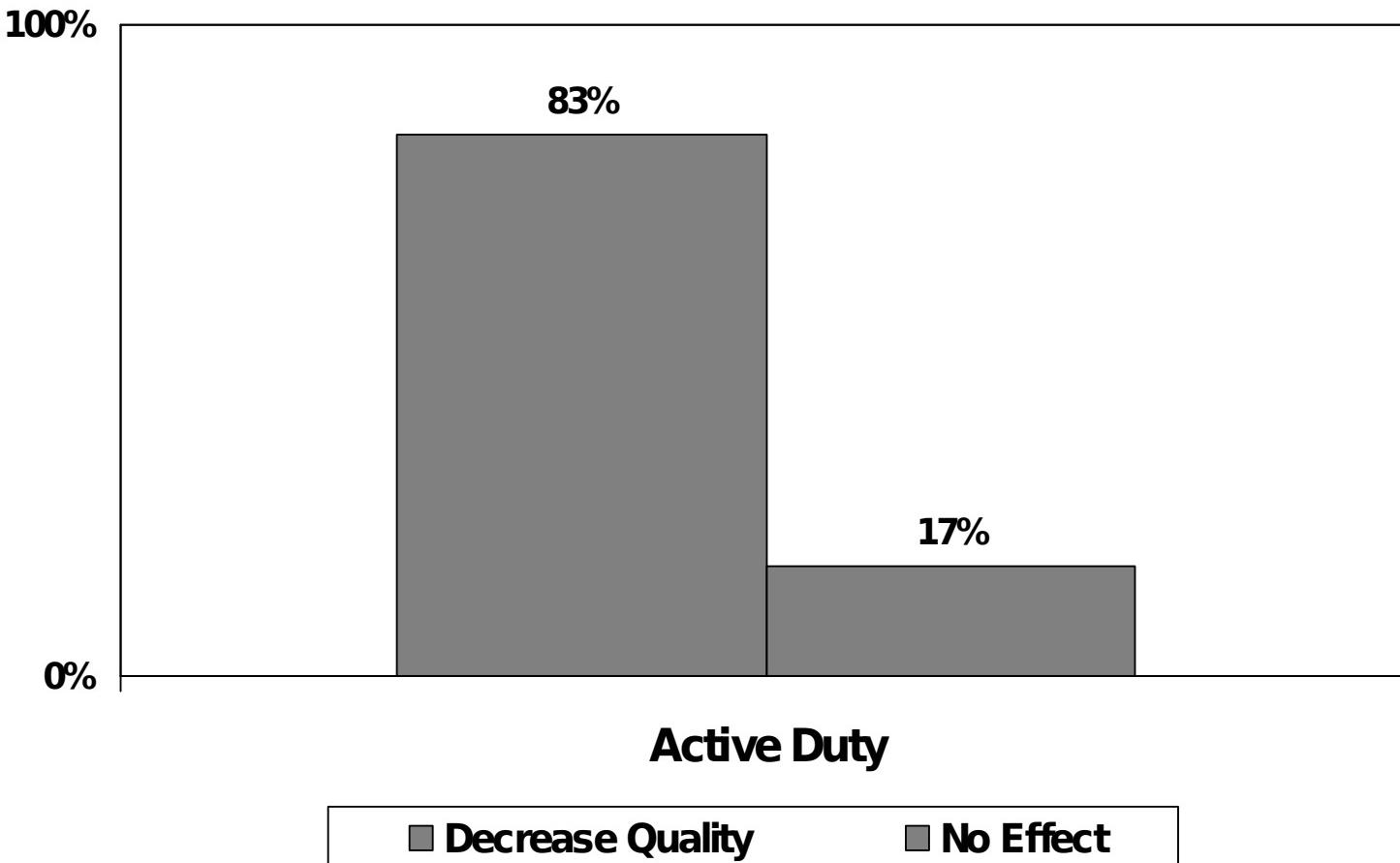


## Quality of Off-Post Services



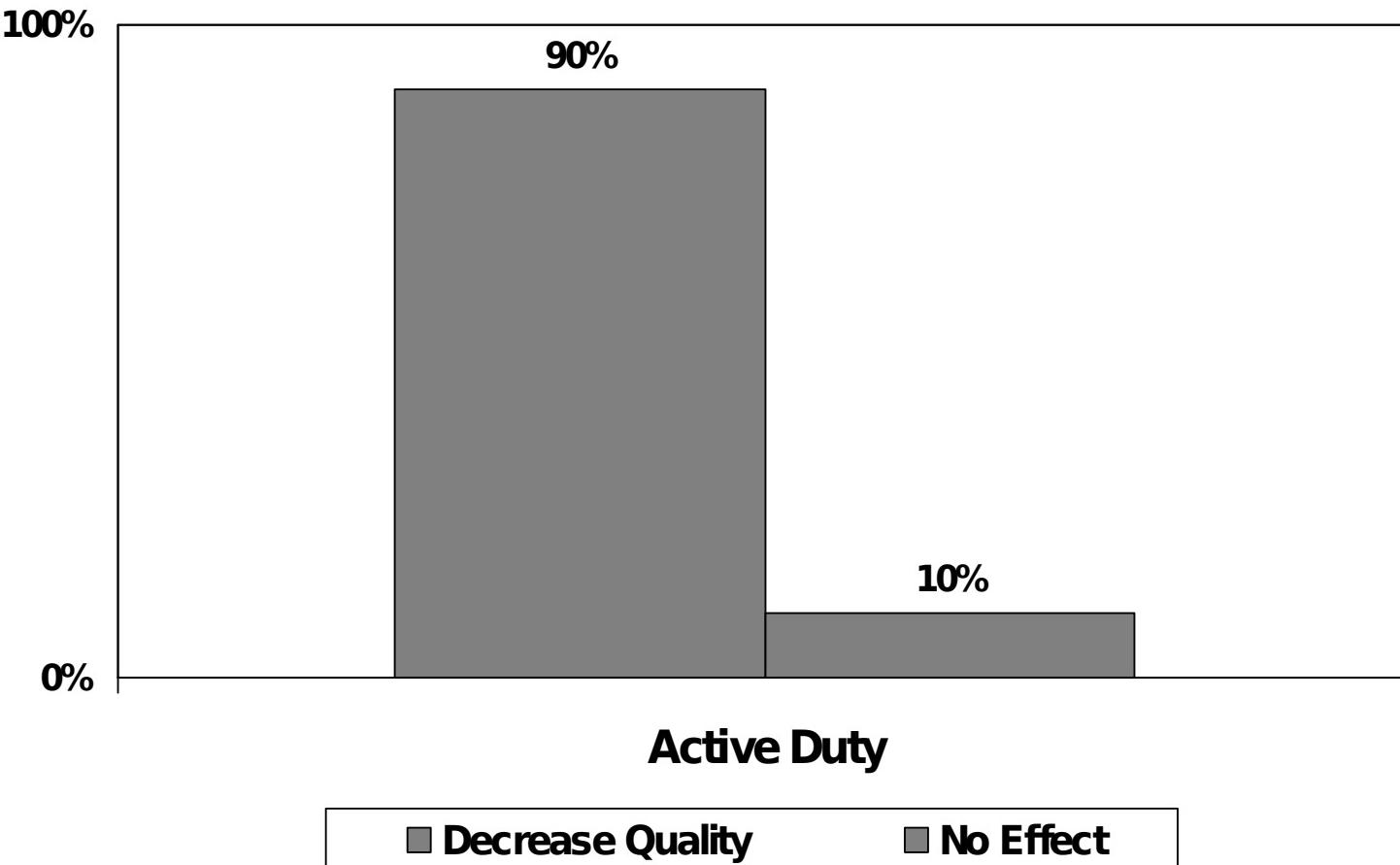
# MWR PROGRAMS & FACILITIES: CLUB PROGRAM ELIMINATION EFFECT ON ARMY QOL

Area II - Colbern



# MWR PROGRAMS & FACILITIES: RECREATION PROGRAM ELIMINATION EFFECT ON ARMY QOL

Area II - Colbern



# MWR PROGRAMS & SERVICES: MOST AND LEAST IMPORTANT ACTIVITIES/PROGRAMS

Area II - Colbern

## Top 7 Activities/Programs

Fitness Center/Gymnasium	75%
Army Lodging	60%
Library	60%
Athletic Fields	58%
Bowling Center	51%
BOSS	48%
Swimming Pool	47%

Respondents were asked to select the 7 most important and 7 least important activities and programs offered on an Army installation.

RV Park	74%
Golf Course Pro Shop	57%
Golf Course	55%
Cabins & Campgrounds	53%
Arts & Crafts Center	52%
Car Wash	51%
Golf Course Food & Beverage	48%

## Bottom 7 Activities/Programs

# MWR PROGRAMS & SERVICES: SOURCES OF INFORMATION\*

Area II - Colbern

WHERE DO YOU GET INFORMATION?	ACTIVE DUTY	TOTAL
Internet	24%	22%
E-mail	21%	19%
Friends and neighbors	<b>42%</b>	<b>41%</b>
Family Readiness Groups (FRGs)	6%	6%
Bulletin boards on post	<b>38%</b>	<b>38%</b>
Post newspaper	18%	19%
MWR publications	26%	28%
Radio	29%	31%
Television	23%	28%
My child(ren) let(s) me know	1%	1%
Other unit members or co-workers	<b>36%</b>	33%
Unit or post commander or supervisor	18%	16%
Marquees/billboards	14%	15%
Flyers	33%	<b>35%</b>
Other	7%	8%
I never hear anything	6%	5%

\*The top 3 sources of MWR information are shaded for each patron group and the total population.

# MWR PROGRAMS/SERVICES: GENERATE FEELING THAT THE ARMY CARES ABOUT ITS PEOPLE\*

Area II - Colbern

MWR PROGRAM/SERVICE	ACTIVE DUTY
Army Child and Youth Services	69%
Better Opportunities for Single Soldiers	71%
Army Community Service	69%
MWR Programs and Services	83%

\* Positive = moderate, great or very great extent

# **ARMY COMMUNITY SERVICE: AWARENESS AND BENEFIT - ACTIVE DUTY**

**Area II - Colbern**

<b>ACS PROGRAMS</b>	<b>AWARENESS</b>	<b>BENEFICIAL*</b>	<b>NOT BENEFICIAL*</b>
Information and referral	48%	72%	28%
Outreach programs	43%	68%	32%
Family Readiness Groups	52%	71%	29%
Relocation Readiness Program	52%	83%	17%
Family Advocacy Program	51%	76%	24%
Crisis intervention	46%	81%	19%
Money management classes, budgeting assistance	50%	83%	17%
Financial counseling, including tax assistance	48%	79%	21%
Consumer information	39%	68%	32%
Employment Readiness Program	41%	67%	33%
Foster child care	34%	65%	35%
Exceptional Family Member Program	52%	86%	14%
Army Family Team Building	41%	64%	36%
Army Family Action Plan	37%	68%	32%

\* Percentage of Active Duty users

# **ARMY COMMUNITY SERVICE: POSITIVE IMPACTS ON ACTIVE DUTY**

**Area II - Colbern**

<b>POSITIVE* ACS IMPACTS</b>	<b>ACTIVE DUTY</b>
Satisfaction with my job	76%
Personal job performance/readiness	75%
Unit cohesion and teamwork	79%
Unit readiness	78%
Relationship with my spouse	70%
Relationship with my children	67%
My family's adjustment to Army life	72%
Family preparedness for deployments	70%
Ability to manage my finances	69%
Feeling that I am part of the military community	71%

\* Positive = moderate, great or very great extent

# CHILD AND YOUTH SERVICES: POSITIVE IMPACTS ON ACTIVE DUTY

Area II - Colbern

POSITIVE* CYS IMPACTS	ACTIVE DUTY
Helps minimize lost duty/work time due to lack of child care/youth sponsorship options	80%
Helps minimize lost duty/work time due to lack of child care/youth services	80%
Plays a role in influencing my decision/my spouse's decision to remain in the Army	64%
Allows me to work outside my home	75%
Allows me to work at home	78%
Offers me an employment opportunity within the CYS program	73%
Allows me/my spouse to better concentrate on my/our job(s)	73%
Provides positive growth and development opportunities for my children	80%

\* Positive = moderate, great or very great extent

# BETTER OPPORTUNITIES FOR SINGLE SOLDIERS

## (BOSS):

### POSITIVE IMPACTS ON ACTIVE DUTY

Area II - Colbern

POSITIVE* BOSS IMPACTS	ACTIVE DUTY
Satisfaction with my job	74%
Personal job performance/readiness	77%
Unit cohesion and teamwork	79%
Unit readiness	67%
Ability to manage my finances	61%
Feeling that I am part of the military community	75%
Relationship with my children (single parents)	66%
My family's adjustment to Army life (single parents)	70%
Family preparedness for deployments (single parents)	67%

\* Positive = moderate, great or very great extent

# LEISURE ACTIVITIES: PREFERENCES OVERALL AND BY PATRON GROUP

Area II - Colbern

## Top 10 Leisure Activities for All Respondents

Night clubs/lounges	50%
Watching TV, videotapes, and DVDs	47%
Internet access (library)	46%
Reading	36%
Dancing	36%
Multi-media (videos, DVDs, CDs)	35%
Going to movie theaters	35%
Entertaining guests at home	33%
Reference/research services	32%
Bowling	32%

## Top 5 for Active Duty

Night clubs/lounges	50%
Watching TV, videotapes, and DVDs	49%
Internet access (library)	47%
Dancing	37%
Reading	37%

# LEISURE ACTIVITIES: PREFERENCES BY ACTIVITY CATEGORY

Area II - Colbern

Team Sports	
Basketball	31%
Softball	22%
Touch/flag football	19%
Soccer	16%
Volleyball	12%

Sports and Fitness	
Bowling	32%
Weight/strength training	31%
Walking	30%
Running/jogging	27%
Cardiovascular equipment	26%

Outdoor Recreation	
Going to beaches/lakes	18%
Bicycle riding/mountain biking	18%
Picnicking	16%
Camping/hiking/backpacking	14%
Fishing	11%

Entertainment	
Watching TV, videotapes, and DVDs	47%
Going to movie theaters	35%
Attending sports events	25%
Plays/shows/concerts	22%
Billiards/game room/video arcades	21%

Social	
Night clubs/lounges	50%
Dancing	36%
Entertaining guests at home	33%
Happy hour/social hour	28%
Special family events	21%

Special Interests	
Internet access/applications (home)	31%
Computer games	22%
Digital photography	17%
Trips/touring	16%
Computer graphics/design	10%

# LEISURE ACTIVITIES: MARKET SHARE OF ACTIVITY PREFERENCES ON POST\*

Area II - Colbern

ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	OVERALL PARTICIPATION
Internet access (library)	46%	N/A	46%
Reading	36%	N/A	36%
Multi-media (videos, DVDs, CDs)	35%	N/A	35%
Reference/research services	32%	N/A	32%
Watching TV, videotapes, and DVDs	30%	16%	47%
Study/self development	30%	N/A	30%
Bowling	29%	2%	32%

\*Top 7 leisure activity preferences ranked by on-post participation.

# LEISURE ACTIVITIES: MARKET SHARE OF SPECIAL INTEREST ACTIVITY PREFERENCES BY LOCATION\*

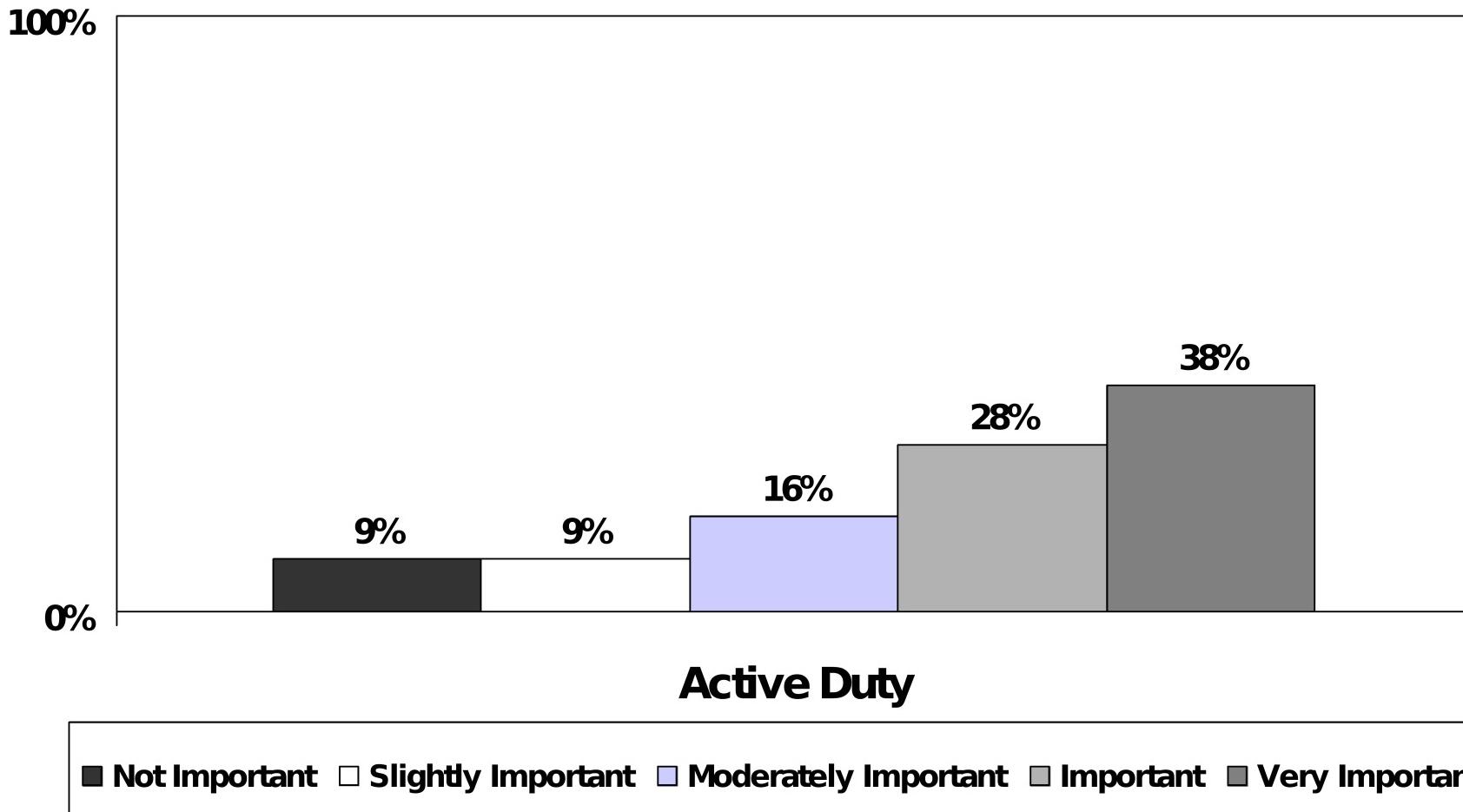
Area II - Colbern

ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	PARTICIPATED PRIMARILY AT HOME	OVERALL PARTICIPATION
Internet access/applications (home)	11%	4%	17%	31%
Computer Games	7%	4%	12%	22%
Digital Photography	3%	6%	9%	17%
Trips/touring	4%	12%	0%	16%
Computer graphics/design	2%	3%	5%	10%
Participating in music/theatre	3%	4%	3%	9%
Model making	2%	1%	6%	9%

\*Top 7 special interest activity preferences ranked by overall participation.

# DEPLOYMENT AND MWR: IMPORTANCE OF ACCESS TO MWR DURING DEPLOYMENT

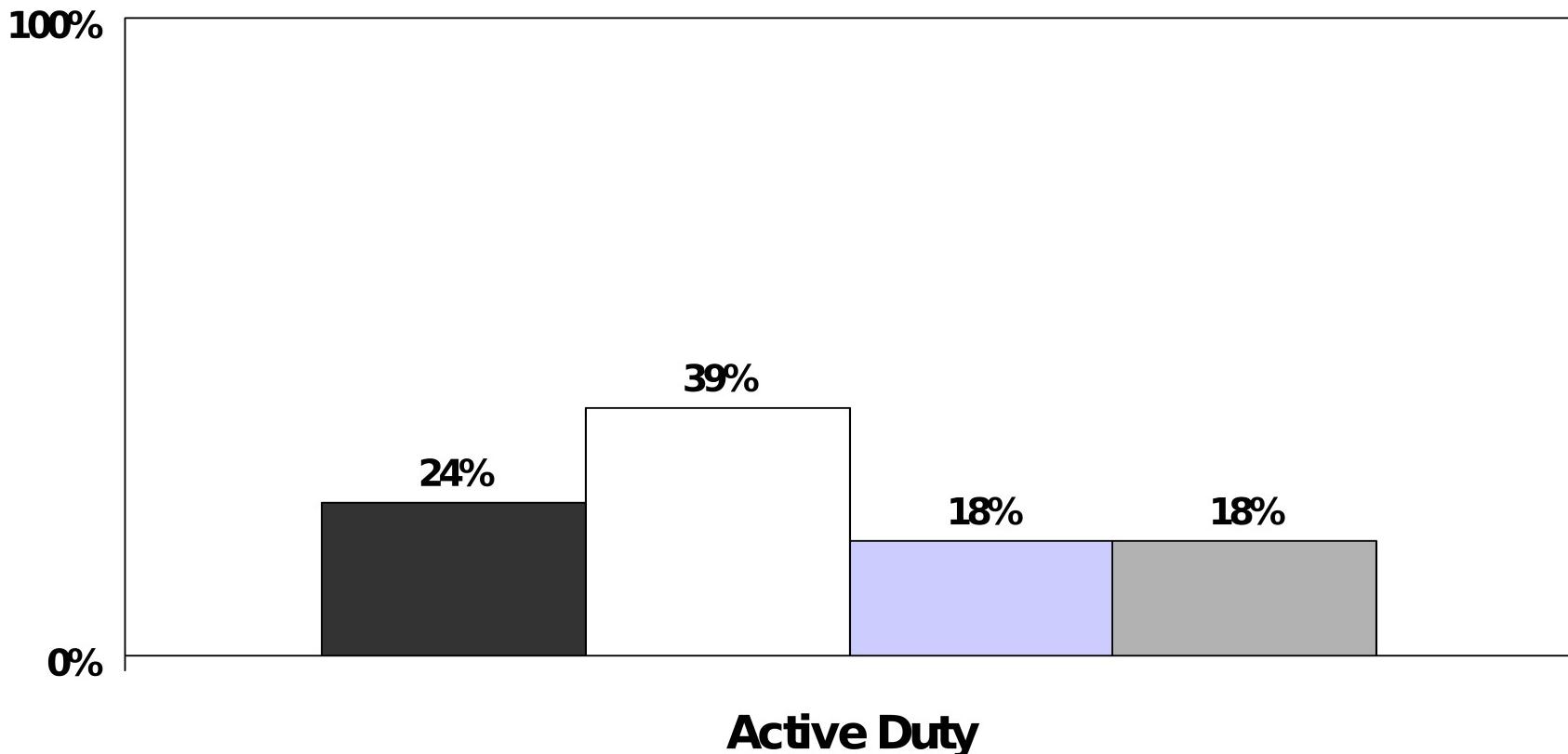
Area II - Colbern



# DEPLOYMENT AND MWR: USE OF MWR DURING DEPLOYMENT IN THEATER OR AT HOME

## INSTALLATION

Area II - Colbern



■ Did Not Use □ Less Than Once Per Month □ 1-3 Times Per Month □ 4 or More Times Per Month

# CAREER INTENTIONS: ACTIVE DUTY

Area II - Colbern

Current Plans About Making the Military Your Career	ACTIVE DUTY
Definitely will not make military a career	16%
Probably will not make military a career	10%
Undecided	23%
Probably will make military a career	20%
Definitely will make military a career	30%

# NEXT STEPS

Area II - Colbern

## □ **INSTALLATION REPORTS**

- Review information on 91 leisure activities and up to 40 MWR facilities
- Share with Commander and program managers

## □ **DATA APPLICATIONS**

- Action planning for program change and enhancement
- Strategic business planning
- Five year program planning
- Priorities for Project Validation Assessments
- Follow-up focus groups on items of interest or for clarification of findings
- Input into the Installation Status Report (ISR)